



How to Sell the BOSS Program

Connecting with the Chain of Command and Key Resource Personnel

**Mr. Sam Sakorafis, Pacific Region Office
Recreation Program Manager**

Our Mission - *provide equitable, effective and efficient management of Army installations worldwide to support mission readiness and execution, enable the Well-being of Soldiers, civilians and family members, improve the Army's aging infrastructure and preserve our environment.*

Leading Change for Installation



Selling the BOSS Program

- I. What are we selling?
- II. Who are our target audiences?
- III. How are we connecting?



What are We Selling?

- Tangibles

- Community service projects
- Recreation activities/services
- Well-being issues

- Intangibles

- Leadership development
- Personal life skills
- Credibility and respect





Target Audience?



Single Soldiers

Reps

Patrons

Commanders

Unit

Battalion

Garrison

Mission

MWR and Support Services

Programming partnerships

Logistical Support

Administrative guidance





How are We Connecting?



- With Commanders
 - Productive use of discretionary time
 - Smart choices
 - Decrease blotter reports
 - Effective communication
- With Single Soldiers
 - Programming
 - Participation
 - Skill Building
- With MWR
 - Focus Groups
 - Manpower
 - Revenue
 - Partnerships



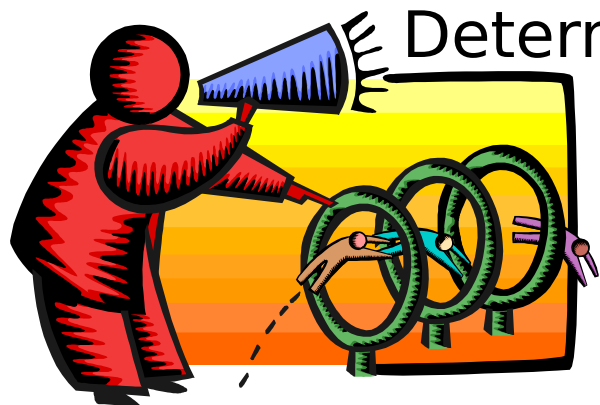


Before We Knock on Commanders' Doors or Start Posting Flyers.....

- Solid Foundation
 - Representation
 - Meetings
 - Deliverables
- Take inventory
 - Representation
 - Units and Brigades
 - Representatives and Alternates
 - Participation – orders
 - Meetings
 - Attendance
 - Productivity
 - Minutes
 - Deliverables
 - Patron demand (activities and services)
 - Effective communication (reaching users)
 - Continuity Books
 - Reference Guide
 - BOSS for Dummies



Secrets to Successful Programming



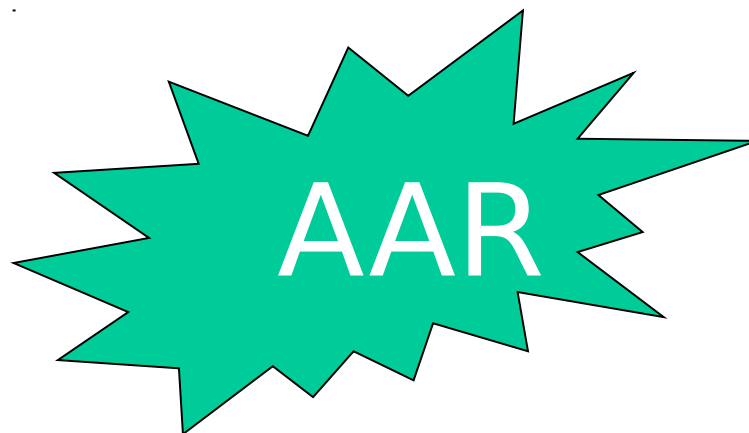
Determining Demand



Delivery strategies



Utilizing programming tools





Determining Demand



- Focus Groups
 - Smaller, intimate gathering
 - Q&A
 - Immediate feedback
- Surveys
 - Army
 - Leisure Needs
 - Local
 - ICE
 - Event questionnaires

- Trends
 - Local program, history/data
 - National reports





Utilizing Programming Tools

① Customer Driven

- Focus groups
- Hot links
- Comment cards
- Surveys
- Unit contacts

② Effective Use of Facilities

- Max efficiency/staff/overhead
- Max customer traffic
- Integrate/partner during non-peak hours
- consolidation

③ Non-Facility Based

- Take program to patrons/location
- Partnerships (City Park & Rec, schools, etc.)
- Interface with units

④ Integrated Programming

- Partnerships on/off post
- Joint efforts
- Asset mapping/sharing

⑤ Outsourcing Opportunities

- Efficiency (staff, \$)
- Contracts
- Partnerships



Utilizing Programming Tools

- ⑥ Internal Promotional Strategies
 - Central registration
 - RecTrac!
 - Cooperatives - MWR coupons, promo books
- ⑦ Support Services (DCA/Installation/Garrison)
 - Streamline network
 - Eliminate waste
 - Heighten accessibility
- Army Program Tool
 - Repository of Activities
 - Planning to Delivery
 - Costs



Delivery Strategies

- Integrating RDS and MWR assets
- Timeliness/Planning
 - Milestones
 - Calendars (deconflict)
 - Deployments
 - Environments
- Promotion
 - Getting the word out
 - High Traffic Areas
 - All Mediums
 - Think OTB



After Action Reports

- Participant Feedback
- Administration/logistics
- Reference
 - Continuity Book
 - File
 - Army Programming Tool



Knocking on Commander's Door

- Introduction to BOSS/State of BOSS
 - Convey solid foundation
 - Connectivity to Army mission
- Minutes/briefings
 - Keep leaders apprised
 - No surprises
 - Face-to-face or correspondence
- Outcomes
 - Bridge mission and garrison
 - Influence participation
 - Grease partnerships

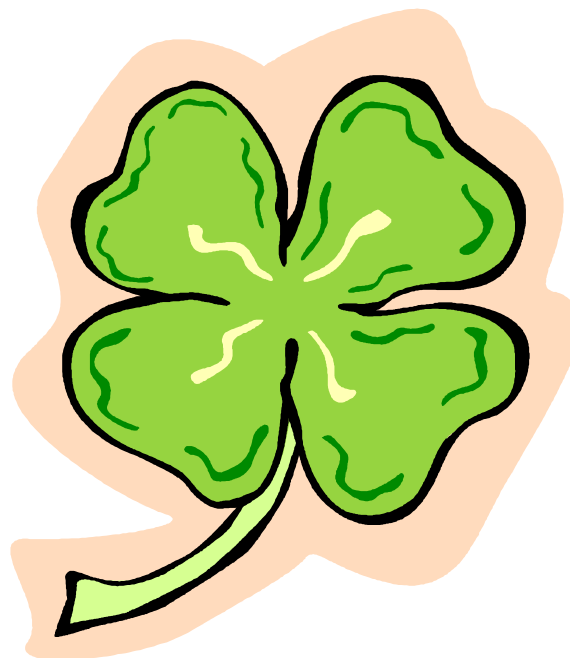




Pushing the “HELP” Button

- Garrison
 - MWR Advisor
 - Senior Military Advisor
- Region
 - MWR Advisor
 - Senior Military Advisor
- Army
 - BOSS Cell
 - Senior Military Advisor
- References
 - Website
 - Desk reference
 - Circular
- Colleagues/Peers





Good Luck



END OF BRIEF

INSTALLATION MANAGEMENT AGENCY



"Sustain, Support and Defend"